Introduction

Universitas 21 Global is an extremely successful online university committed to providing quality online higher education to a global marketing place. Through growth and acquisition U21 Global found itself using legacy contact management systems and a mix of spreadsheets, databases to deal with its customer base. As a result it was difficult to monitor their international field sales force, track the effectiveness of their Marketing campaigns and all other activities associated with serving their customers. Danesh Daryanan, VP Marketing, with Universitas 21 Global commented, “In any marketing activity, accountability and monitoring return on investment is one of the top priorities at Universitas 21 Global. The usage of ACCPAC CRM enables us to monitor the quality of our marketing activities and provide regular feedback on what has been more and less effective. We are then able to customize our marketing efforts over time to ensure efficiency, in a way that we can allocate our budgets and optimize our return on investment. The ACCPAC CRM tool not only enables us to check the effectiveness of our marketing campaigns, but also to monitor the efficiency of our telemarketing teams and track the conversion of leads generated. This allows greater transparency of our marketing spend and provides a platform for focused where effective marketing can be carried out.”
Universitas 21 Global viewed the deployment of a Customer Relationship Management tool as a key strategic move. Although there was a legacy system in use there was nothing that could be described as a cohesive CRM solution. Universitas 21 Global went through a rigorous analysis discovery and software selection process before finally deciding on ACCPAC CRM. ACCPAC CRM was selected as it satisfied 70% of all requirements as an ‘out of the box’ solution, it was an extremely customizable system and also it was a web-based solution suitable for international locations.

Universitas 21 Global carried out, a “needs and skills” review. A team made up of representatives of the company’s marketing, business development and sales teams conducted the evaluation. Abhiram Chowdhry, CRM Marketing Manager commented “ACCPAC CRM was chosen by Universitas 21 Global because of the flexibility it offered in terms of customization, it fit the unique demands of our specialized kind of business. Also due to the rapid growth of our company we are faced with new challenges each day and we required a system robust enough to cope with our ever evolving business processes.”

Universitas 21 Global requirements for its new CRM solution were as follows:

- Replace existing legacy systems within the University
- A centralized system, ensuring each department had the same overview of sales activity
- A flexible system, that was easily configurable and one that they could build on in the future
- An adaptable system that would fit with their existing database architecture
- A system that could effectively monitor there international Sales Force, monitor and track leads and opportunities with the Sales Pipeline
- A system that will ensure real-time access to the most up-to-date information
- Analysis the effectiveness of marketing campaigns and evaluate the return of investment
- Track response rate to Telemarketing campaigns and modify campaigns ensuring improved return on investment.

Implementation of ACCPAC CRM

Implementation and customization of the new application went smoothly. It was a well-planned, phased approach. From the planning stage right through to execution took three months.

Abhiram Chowdhry comments, “The approach for implementation was a staged one where the requirement gathering and change management preceded the actual implementation and delivery. Time was also set aside for user testing and therefore though the software installation took about a month, customizations to the software and a phased roll out meant that the overall implementation period took about 3 months”

“The first phase was the change management and requirement gathering phase, a critical factor to the success of this implementation was involving all users.” Abhiram Chowdhry comments, “We were able to jumpstart our implementation as we had top management buy-in. This is important when it comes to a system that touches the daily lives of our colleagues. The implementation process was challenging but forced us to look at the entire marketing and sales cycle.”

The second phase, workflow and customization phase, this involved designing sales and marketing workflows that reflected Universitas 21 Global business process and customizing ACCPAC CRM to reflect these. The final phase was the implementation and pilot. Abhiram Chowdhry comments, “The ongoing implementation and maintenance of the system is going to be an important task to ensure the long term viability of the system and this is something that we are prepared to undertake to continually increase usage and returns from the system.”

What ACCPAC CRM Delivers to Universitas 21 Global

Universitas 21 Global has a sales process of variable length, ACCPAC CRM provides visibility of the sales pipeline at each stage of the business sales cycle, ensuring that all information is shared to the appropriate personnel across the company. ACCPAC CRM adds a robust marketing functionality that enables companies to take advantage of valuable customer information. Using ACCPAC CRM, Universitas 21 Global plans and designs marketing campaigns with their CRM System. It also tracks response rates, which allows them to evaluate the effectiveness of each campaign. All marketing campaigns are set up within ACCPAC CRM, Danesh Daryanani, commented, “The usage of ACCPAC enables us to monitor the quality of our marketing activities and provide regular feedback on what has been more effective and what has been less effective. We are then able to customize our marketing efforts over time to ensure efficiency in the way we allocate our budgets and optimize our return on each marketing dollar spent.”

Universitas 21 Global has 20 users who are using ACCPAC CRM from our regional offices in Asia such as India, Malaysia, Hong Kong and China etc. The next phase for to roll out to other offices outside Asia.

Benefits

- A well-developed sales process: Universitas 21 Global has control over their sales process ensuring that actions requiring attention or escalation are automatically routed to the appropriate salesperson.
- Better information: Universitas 21 Global has accurate information and detailed knowledge of their key customers.
- More targeted campaigns: Universitas 21 Global takes advantage of valuable profiling information to deliver better-targeted campaigns.
- Greater transparency of Telemarketing Campaigns: ACCPAC CRM enables to monitor the efficiency of our telemarketing teams and track the conversion of leads generated.
- Better run sales: Universitas 21 Global can view the sales cycle from first contact to final sale, allowing their sales teams to effectively analyze and manage the sales pipeline. Key Sales Pipeline reports can be pulled in real-time.
- Real time knowledge: Sales are provided with real-time rolling forecasts and pipeline analysis. Marketing teams track response rates and real-time budget/cost analysis for every level of your marketing effort.

About Universitas 21 Global

Universitas 21 Global, established as a joint venture between a Universitas 21 and Thomson Learning. Universitas 21 Global responds to requirements of the information economy and leverages the Internet to deliver world-class education to discerning people. Whether you represent a corporation seeking to prepare its best talent for the future, or an individual wanting career enhancement, Universitas 21 Global offers a high quality web-based educational experience designed to meet your needs.

About ACCPAC

ACCPAC International, Inc., part of the Sage Group family of companies, provides end-to-end business management applications for small and medium-sized businesses. Look to ACCPAC for fully integrated software that delivers high performance, advanced functionality, cross-product integration and unmatched freedom of choice. Integrating powerful front office Web and wireless capabilities with back-office accounting and operations, ACCPAC provides companies with the systems they need to enhance competitive advantage and increase profitability. For more information, visit www.accpac.com.sg